

ESTTA Tracking number: **ESTTA725310**

Filing date: **02/05/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Petition for Cancellation

Notice is hereby given that the following party requests to cancel indicated registration.

### Petitioner Information

|         |  |             |          |
|---------|--|-------------|----------|
| Name    | Under Armour, Inc.                                       |             |          |
| Entity  | Corporation  | Citizenship | Maryland |
| Address | 1020 Hull Street<br>Baltimore, MD 21230<br>UNITED STATES |             |          |

|                      |   |
|----------------------|---|
| Attorney information | Douglas A. Rettew<br>Finnegan Henderson Farabow Garrett & Dunner LLP<br>901 New York Ave. NW<br>Washington, DC 20001<br>UNITED STATES<br>docketing@finnegan.com, doug.rettew@finnegan.com,<br>anna.naydonov@finnegan.com, TTAB-Legal-Assitants@finnegan.com<br>Phone:202-408-4000 |
|----------------------|---|

### Registration Subject to Cancellation

|                 |   |                   |            |
|-----------------|---|-------------------|------------|
| Registration No | 4743452   | Registration date | 05/26/2015 |
| Registrant      | Strategic Solutions International, Inc.<br>Suite 6<br>Newark, DE 19711<br>UNITED STATES |                   |            |

### Goods/Services Subject to Cancellation


|   |
|---|
| Class 035. First Use: 2014/10/06 First Use In Commerce: 2014/10/06<br>All goods and services in the class are cancelled, namely: Collection and compilation of information into computer databases in the field of golf; Collection and systematisation of information into computer databases        |
| Class 041. First Use: 2010/10/06 First Use In Commerce: 2014/10/06<br>All goods and services in the class are cancelled, namely: Coaching and instruction services in the field of the biomechanics of golf; Golf instruction; Providing a website featuring information on golf and golf instruction |


### Grounds for Cancellation

|                                      |                            |
|--------------------------------------|----------------------------|
| Priority and likelihood of confusion | Trademark Act section 2(d) |
|--------------------------------------|----------------------------|

### Marks Cited by Petitioner as Basis for Cancellation

|                       |            |                  |            |
|-----------------------|------------|------------------|------------|
| U.S. Registration No. | 3672762    | Application Date | 02/12/2009 |
| Registration Date     | 08/25/2009 | Foreign Priority | NONE       |


|                     |  |      |  |
|---------------------|--|------|--|
|                     |  | Date |  |
| Word Mark           | MAPMYRUN   |      |  |
| Design Mark         |    |      |  |
| Description of Mark | NONE   |      |  |
| Goods/Services      | <p>Class 038. First use: First Use: 2005/07/05 First Use In Commerce: 2005/07/15 providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise</p> <p>Class 041. First use: First Use: 2005/07/05 First Use In Commerce: 2005/07/15 providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events</p> <p>Class 042. First use: First Use: 2005/07/05 First Use In Commerce: 2005/07/15 computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community</p> <p>Class 045. First use: First Use: 2005/07/05 First Use In Commerce: 2005/07/15 online social networking services in the field of fitness and exercise</p> |      |  |

|                       |  |                       |            |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 3672997  | Application Date      | 03/18/2009 |
| Registration Date     | 08/25/2009   | Foreign Priority Date | NONE       |
| Word Mark             | MAPMYFITNESS   |                       |            |
| Design Mark           |  |                       |            |
| Description of Mark   | NONE   |                       |            |


|                |  |
|----------------|--|
| Goods/Services | <p>Class 035. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 dissemination of advertising for others via the Internet</p> <p>Class 038. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise</p> <p>Class 041. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events</p> <p>Class 042. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community</p> <p>Class 045. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 online social networking services in the field of fitness and exercise</p> |
|----------------|--|

|                       |   |                       |            |
|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 4464361   | Application Date      | 06/18/2009 |
| Registration Date     | 01/14/2014  | Foreign Priority Date | NONE       |
| Word Mark             | MAPMYHIKE   |                       |            |
| Design Mark           |   |                       |            |
| Description of Mark   | NONE  |                       |            |
| Goods/Services        | <p>Class 038. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise</p> <p>Class 041. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events</p> <p>Class 042. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track,</p> |                       |            |

|  |  |
|--|--|
|  | locate, monitor, and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photosand stories within a fitness community<br>Class 045. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 online social networking services in the field of fitness and exercise |
|--|--|

|                       |   |                       |            |
|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 4464363   | Application Date      | 06/18/2009 |
| Registration Date     | 01/14/2014  | Foreign Priority Date | NONE       |
| Word Mark             | MAPMYWALK   |                       |            |
| Design Mark           |   |                       |            |
| Description of Mark   | NONE  |                       |            |
| Goods/Services        | <p>Class 038. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise</p> <p>Class 041. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 providing a website through which userscan locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events</p> <p>Class 042. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 computer services, namely, creating andhosting an online community website forregistered users to upload, share and otherwise provide fitness data to track, locate, monitor, and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photosand stories within a fitness community</p> <p>Class 045. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 online social networking services in the field of fitness and exercise</p> |                       |            |

|                       |            |                       |            |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 4464362    | Application Date      | 06/18/2009 |
| Registration Date     | 01/14/2014 | Foreign Priority Date | NONE       |
| Word Mark             | MAPMYRIDE  |                       |            |

|                     |   |
|---------------------|---|
| Design Mark         |   |
| Description of Mark | NONE  |
| Goods/Services      | <p>Class 038. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise</p> <p>Class 041. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events</p> <p>Class 042. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor, and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community</p> <p>Class 045. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 online social networking services in the field of fitness and exercise</p> |

|             |  |
|-------------|--|
| Attachments | <p>77668971#TMSN.png( bytes )<br/> 77693650#TMSN.png( bytes )<br/> 77762964#TMSN.png( bytes )<br/> 77762972#TMSN.png( bytes )<br/> 77762967#TMSN.png( bytes )<br/> 2-5-16 Petition for Cancellation - IMAPMYGOLF.pdf(1990189 bytes )</p> |
|-------------|--|

### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

|           |                     |
|-----------|---------------------|
| Signature | /Douglas A. Rettew/ |
| Name      | Douglas A. Rettew   |
| Date      | 02/05/2016          |

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

|   |   |
|---|---|
| <p>UNDER ARMOUR, INC.,</p> <p style="text-align: center;">Petitioner,</p> <p style="text-align: center;">v.</p> <p>STRATEGIC SOLUTIONS<br/>INTERNATIONAL, INC.</p> <p style="text-align: center;">Registrant.</p> | <p>Cancellation No.: _____</p><br><p>Mark: IMAPMYGOLF<br/>Registration No. 4743452<br/>Issued: May 26, 2015</p> |
|---|---|

**PETITION FOR CANCELLATION**

Petitioner Under Armour, Inc. (“Under Armour”) believes that it will be damaged by the continued registration of Registration No. 4743452 for the mark IMAPMYGOLF for “collection and compilation of information into computer databases in the field of golf; collection and systematisation of information into computer databases” in Class 35 and “coaching and instruction services in the field of the biomechanics of golf; golf instruction; providing a website featuring information on golf and golf instruction” in Class 41 and petitions to cancel it. As grounds for its petition, Under Armour alleges the following, upon actual knowledge with respect to itself and its own acts, and upon information and belief as to other matters:

**Under Armour, Its Products and Services,  
and Its Well-Known MAPMY Marks**

1. Opposer Under Armour is a Maryland corporation with an address at 1020 Hull Street, Baltimore, Maryland 21230. Under Armour is one of the world’s most successful, popular, and well-known providers of performance apparel, footwear, sporting goods, and fitness/wellness-related mobile apps and solutions. Through Under Armour’s innovative use of

advanced engineering and technology, it has revolutionized the performance-product industry.

In 2015 alone, Under Armour sold more than \$3 billion worth of products.

2. As part of its diverse fitness offerings, Armour owns and offers well-known mobile apps and websites under the names and marks MAPMYFITNESS, MAPMYRUN, MAPMYHIKE, MAPMYRIDE, and MAPMYWALK (collectively the “MAPMY Marks”), which provide access to advanced fitness tracking technology, workout databases, nutritional data, calorie calculators, and 160+ million running, cycling and walking routes around the world.

3. Through its predecessor-in-interest, Under Armour has continuously used the MAPMYRUN name and mark since at least as early as 2005 and the MAPMYRIDE, MAPMYFITNESS, MAPMYHIKE, and MAPMYWALK names and marks since at least as early as 2007.

4. Under Armour’s MAPMYFITNESS suite of mobile apps and websites provides one the world’s largest digital fitness communities with interactive tools to make fitness social, simple, and rewarding. An open platform, MAPMYFITNESS seamlessly integrates with more than 400 fitness tracking devices, sensors, and wearables. The flagship consumer brands in the MAPMYFITNESS family—MAPMYRUN, MAPMYRIDE, MAPMYWALK, and MAPMYHIKE—are among the most popular apps on iOS and Android and have supported millions of users since 2007:

# MAPMYFITNESS

Capture every run, ride, walk, and hike. Wherever your workout takes you, MapMyFitness keeps track of it all.



CUSTOM PROFILE



MAP YOUR ROUTE



TRACK ACTIVITY

[DOWNLOAD THE APP](#) [VIEW THE BLOG](#)



[HOME](#)
[DISCOVER](#)
[IMPROVE](#)

## MAKE EVERY MILE COUNT, JOIN FREE TODAY

You found the pavement, we provide the motivation. Push each stroke and learn from every mile with MapMyRun.

[SIGN UP WITH FACEBOOK](#)
[SIGN UP WITH EMAIL](#)

Already a member? [LOG IN](#)

By joining MapMyRun, you agree to the [Terms & Conditions](#) and [Privacy Policy](#)

### MAP YOUR ROUTE

Plan your route, map your workout, and track your progress. MapMyRun has over 100 million routes to choose from, or create your own.

### TRACK YOUR ACTIVITY

Track your activity with our mobile app, or use our web app to track your activity. MapMyRun has over 100 million routes to choose from, or create your own.

### LOG YOUR FOOD

Track your food intake with our app, or use our web app to track your food intake. MapMyRun has over 100 million routes to choose from, or create your own.

### SHARE WITH FRIENDS

Share your workout with your friends, or use our web app to track your activity. MapMyRun has over 100 million routes to choose from, or create your own.

[HOME](#)
[DISCOVER](#)
[IMPROVE](#)

## DISCOVER YOUR PATH, JOIN FREE TODAY

You may wonder, "How do I know I'm on the right path?" Plan, track, study and share your journey with MapMyHike.

[SIGN UP WITH FACEBOOK](#)
[SIGN UP WITH EMAIL](#)

Already a member? [LOG IN](#)

By joining MapMyHike, you agree to the [Terms & Conditions](#) and [Privacy Policy](#)

### MAP YOUR ROUTE

Plan your route, map your workout, and track your progress. MapMyHike has over 100 million routes to choose from, or create your own.

### TRACK YOUR ACTIVITY

Track your activity with our mobile app, or use our web app to track your activity. MapMyHike has over 100 million routes to choose from, or create your own.

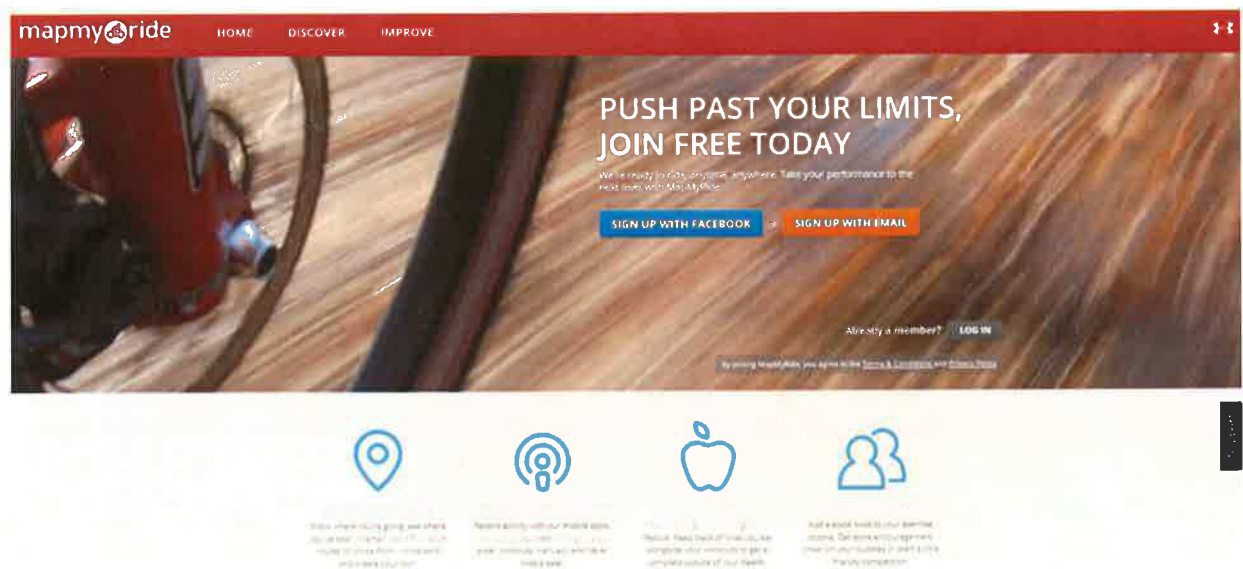
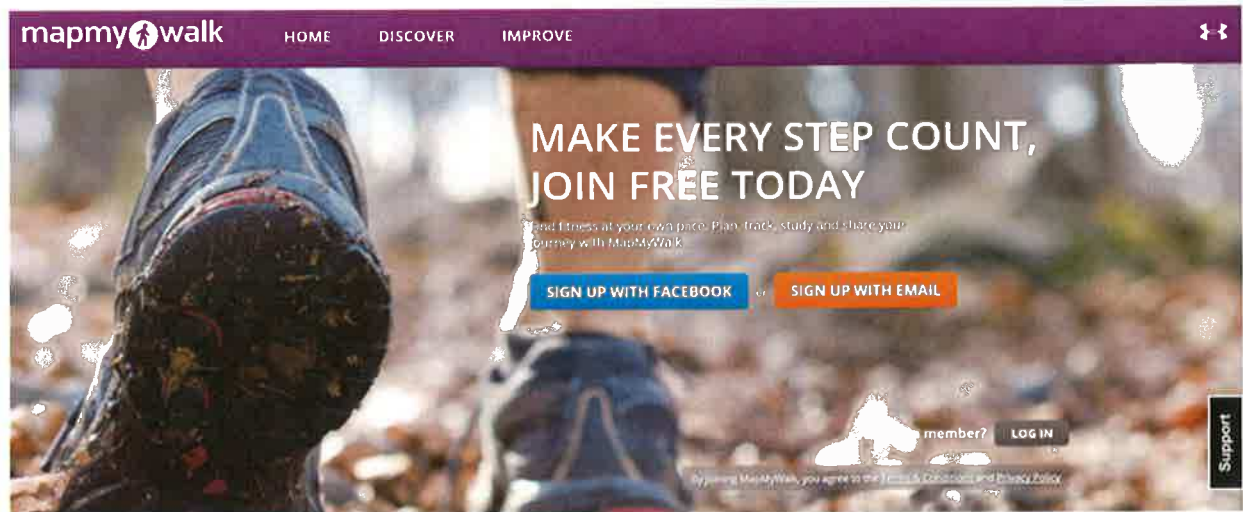
### LOG YOUR FOOD

Track your food intake with our app, or use our web app to track your food intake. MapMyHike has over 100 million routes to choose from, or create your own.

### SHARE WITH FRIENDS

Share your workout with your friends, or use our web app to track your activity. MapMyHike has over 100 million routes to choose from, or create your own.





5. Under Armour (including through its predecessor-in-interest) has widely and extensively promoted its MAPMY Marks through many different types of media, including but not limited to community events (e.g., organized runs, bike rides, etc.), social media initiatives, and/or the Internet. Among other things, Under Armour provides a suite of MAPMYFITNESS widgets and tools to help event directors integrate web and mobile tools to enhance their athletic events for participants and sponsors alike.

6. Under Armour promotes and showcases its MAPMY Marks on its own and authorized websites and social-media sites, including but not limited to <https://www.underarmour.com/en-us/ua-record>, <https://www.facebook.com/games/mapmyrideapp>, <https://www.facebook.com/mapmyrun>, <http://www.mapmyfitness.com/>, <http://www.mapmyride.com>, <http://www.mapmywalk.com>, <http://www.mapmyhike.com/>, and other websites, as well as through the iTunes App Store and Google Play store.

7. In addition to its own substantial advertising and promotional activities, Under Armour's well-known MAPMY Marks, mobile apps, and websites have received and continue to receive widespread unsolicited media coverage, including in such prominent national publications as *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *Los Angeles Times*, and *Chicago Tribune*, among many others.

8. Under Armour's apps and websites under the MAPMY Marks have enjoyed widespread acclaim and awards. The MAPMYRUN app and website received *Time Magazine's* "50 Best iPhone Apps of 2012" and "Top 50 Websites of 2011" awards. The MAPMYRUN and MAPMYWALK apps were named "Best Running App" and "Best App for Walkers" in the 2012 About.com Readers' Awards. And MAPMYHIKE is the # 1 Android hiking app.

9. As a result of their distinctive nature, and thus inherent strength; widespread advertising, publicity, promotion, and sales; and longstanding and extensive use and recognition, Under Armour's MAPMY Marks are strong and well-recognized.

10. Under Armour owns the following valid and subsisting U.S. federal trademark registrations for its MAPMY Marks:

| Mark         | Reg. No.<br>Reg. Date | Products/Services<br>First Use in Commerce  |
|--------------|-----------------------|---|
| MAPMYRUN     | 3672762<br>08-25-2009 | <p>Providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise in Class 38<br/>First Use in Commerce 07-15-2005</p> <p>Providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events in Class 41<br/>First Use in Commerce: 07-15-2005</p> <p>Computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community in Class 42<br/>First Use in Commerce: 07-15-2005</p> <p>Online social networking services in the field of fitness and exercise in Class 45<br/>First Use in Commerce: 07-15-2005</p> |
| MAPMYFITNESS | 3672997<br>08-25-2009 | <p>Dissemination of advertising for others via the Internet in Class 35<br/>First Use in Commerce: 05-01-2007</p> <p>Providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise in Class 38<br/>First Use in Commerce: 05-01-2007</p> <p>Providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring</p>  |

| Mark      | Reg. No.<br>Reg. Date | Products/Services<br>First Use in Commerce  |
|-----------|-----------------------|---|
|           |                       | <p>links to fitness and exercise stories and events in Class 41<br/>First Use in Commerce: 05-01-2007</p> <p>Computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community in Class 42<br/>First Use in Commerce: 05-01-2007</p> <p>Online social networking services in the field of fitness and exercise in Class 45<br/>First Use in Commerce: 05-01-2007</p>  |
| MAPMYHIKE | 4464361<br>01-14-2014 | <p>Providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise in Class 38<br/>First Use in Commerce: 05-01-2007</p> <p>Providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events in Class 41<br/>First Use in Commerce: 05-01-2007</p> <p>Computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor, and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community in Class 42<br/>First Use in Commerce: 05-01-2007</p> <p>Online social networking services in the field of fitness and exercise in Class 45<br/>First Use in Commerce: 05-01-2007</p> |



| Mark      | Reg. No.<br>Reg. Date | Products/Services<br>First Use in Commerce  |
|-----------|-----------------------|---|
| MAPMYWALK | 4464363<br>01-14-2014 | <p>Providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise in Class 38<br/>First Use in Commerce: 05-01-2007</p> <p>Providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events in Class 41<br/>First Use in Commerce: 05-01-2007</p> <p>Computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor, and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community in Class 42<br/>First Use in Commerce: 05-01-2007</p> <p>Online social networking services in the field of fitness and exercise in Class 45<br/>First Use in Commerce: 05-01-2007</p> |
| MAPMYRIDE | 4464362<br>01-14-2014 | <p>Providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise in Class 38<br/>First Use in Commerce: 05-01-2007</p> <p>Providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events in Class 41<br/>First Use in Commerce: 05-01-2007</p> <p>Computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor, and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine</p>  |

| Mark | Reg. No.<br>Reg. Date | Products/Services<br>First Use in Commerce   |
|------|-----------------------|--|
|      |                       | routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community in Class 42<br>First Use in Commerce: 05-01-2007<br><br>Online social networking services in the field of fitness and exercise in Class 45<br>First Use in Commerce: 05-01-2007 |

Printouts from the PTO TESS and TSDR databases, including assignment information, are attached as Exhibit A.

### **Registrant and Its Mark**

11. Registrant Strategic Solutions International, Inc. (“Registrant”) is a Delaware corporation with an address at 700 Barksdale Road, Suite 6, Newark, Delaware 19711.

12. On October 8, 2014, Registrant filed Application Serial No. 86417977 for the mark IMAPMYGOLF for “collection and compilation of information into computer databases in the field of golf; collection and systematisation of information into computer databases” in Class 35 and “coaching and instruction services in the field of the biomechanics of golf; golf instruction; providing a website featuring information on golf and golf instruction” in Class 41, alleging a first-use-in-commerce date of October 6, 2014 for all services and a first-use date of October 6, 2010 for the Class 41 services. On May 26, 2015, Application Serial No. 86417977 matured into Registration No. 4743452.

### **Count One** **Likelihood of Confusion, 15 U.S.C. § 1052(d)**

13. Under Armour repeats and realleges each and every allegation set forth in each of the preceding paragraphs.

14. Under Armour (including through its predecessor-in-interest) has used in commerce and/or registered its MAPMY Marks before Registrant's October 8, 2014 filing date of its application, the October 6, 2014 first-use-in-commerce date alleged therein for all services, and the October 6, 2010 first-use date alleged therein for the Class 41 services.

15. Registrant's IMAPMYGOLF mark is similar to Under Armour's prior used and/or registered MAPMY Marks, and the services covered by Under Armour's used/registered MAPMY Marks and Registrant's IMAPMYGOLF mark are related such that a potential consumer would likely be confused, mistaken, or deceived as to the source of the parties' respective services under Section 2(d) of the Lanham Act, as amended, 15 U.S.C. § 1052(d).

WHEREFORE, Under Armour believes that it is and will continue to be damaged by the registration of the mark shown in Registration No. 4743452 and respectfully requests that this petition for cancellation be granted and that Registration No. 4743452 be cancelled.

A filing fee has been submitted electronically. If the filing fee is found to be insufficient for any reason, please charge such deficiency to Deposit Account No. 06-0916.

Respectfully submitted,

Dated: February 5, 2016

By: /Douglas A. Rettew/  
Douglas A. Rettew  
Anna B. Naydonov  
FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.  
901 New York Avenue, N.W.  
Washington, D.C. 20001-4413  
Telephone: (202) 408-4000

Attorneys for Petitioner  
UNDER ARMOUR, INC.

**CERTIFICATE OF SERVICE**

I hereby certify that a true copy of the foregoing PETITION FOR CANCELLATION was served on February 5, 2016 via first class mail, postage prepaid, on Registrant at the following address of record:

STRATEGIC SOLUTIONS INTERNATIONAL, INC.  
SUITE 6  
700 BARKSDALE ROAD  
NEWARK, DELAWARE 19711



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Petition for Cancellation  
Reg. No. 4743452  
Mark: IMAPMYGOLF

## Exhibit A



## Trademarks &gt; Trademark Electronic Search System (TESS)

TESS was last updated on Wed Feb 3 03:21:03 EST 2016

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)[Logout](#) Please logout when you are done to release system resources allocated for you.

## Record 1 out of 1

[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) ( Use the "Back" button of the Internet Browser to return to TESS)

## MAPMYRUN

|                             |  |
|-----------------------------|--|
| Word Mark                   | MAPMYRUN   |
| Goods and Services          | IC 038. US 100 101 104. G & S: providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise. FIRST USE: 20050705. FIRST USE IN COMMERCE: 20050715   |
|                             | IC 041. US 100 101 107. G & S: providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events. FIRST USE: 20050705. FIRST USE IN COMMERCE: 20050715   |
|                             | IC 042. US 100 101. G & S: computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community. FIRST USE: 20050705. FIRST USE IN COMMERCE: 20050715 |
|                             | IC 045. US 100 101. G & S: online social networking services in the field of fitness and exercise. FIRST USE: 20050705. FIRST USE IN COMMERCE: 20050715  |
| Standard Characters Claimed |  |
| Mark Drawing Code           | (4) STANDARD CHARACTER MARK  |
| Serial Number               | 77668971   |
| Filing Date                 | February 12, 2009  |
| Current Basis               | 1A   |
| Original Filing Basis       | 1A   |
| Published for Opposition    | June 9, 2009   |
| Registration Number         | 3672762  |
| Registration Date           | August 25, 2009  |
| Owner                       | (REGISTRANT) MapMyFitness, LLC LIMITED LIABILITY COMPANY COLORADO Suite 100 5303 E. Evans Avenue Denver COLORADO 80222   |
|                             | (LAST LISTED OWNER) UNDER ARMOUR, INC. CORPORATION MARYLAND 1020 HULL STREET BALTIMORE MARYLAND 21230  |
| Assignment Recorded         | ASSIGNMENT RECORDED  |
| Attorney of Record          | Kelly L. Williams  |
| Type of Mark                | SERVICE MARK   |
| Register                    | PRINCIPAL  |
| Affidavit Text              | SECT 15. SECT 8 (6-YR).  |
| Live/Dead Indicator         | LIVE   |

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

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Mark: MAPMYRUN

# MAPMYRUN

US Serial Number: 77668971

Application Filing Date: Feb 12, 2009

US Registration Number: 3672762

Registration Date: Aug 25, 2009

Register: Principal

Mark Type: Service Mark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Apr 14, 2015

Publication Date: Jun 09, 2009

## Mark Information

Mark Literal Elements: MAPMYRUN

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [ ] indicate deleted goods/services;
- Double parenthesis ( ( ) ) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \* identify additional (new) wording in the goods/services

For: providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul 05, 2005

Use in Commerce: Jul 15, 2005

For: providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul 05, 2005

Use in Commerce: Jul 15, 2005

For: computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul 05, 2005

Use in Commerce: Jul 15, 2005

For: online social networking services in the field of fitness and exercise

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul 05, 2005

Use in Commerce: Jul 15, 2005

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

**Current Owner(s) Information**

Owner Name: UNDER ARMOUR, INC.

Owner Address: 1020 HULL STREET  
BALTIMORE, MARYLAND UNITED STATES 21230

Legal Entity Type: CORPORATION

State or Country Where Organized: MARYLAND

**Attorney/Correspondence Information****Attorney of Record**

Attorney Name: Kelly L. Williams

Attorney Primary Email Address: [kwilliams5@underarmour.com](mailto:kwilliams5@underarmour.com)

Attorney Email Authorized: Yes

**Correspondent**Correspondent Name/Address: Kelly L. Williams  
Under Armour, Inc.  
1020 Hull Street  
Baltimore, MARYLAND UNITED STATES 21230

Phone: 410-468-2512 Ext. 7823

Correspondent e-mail: [kwilliams5@underarmour.com](mailto:kwilliams5@underarmour.com) [trademarks@underarmour.com](mailto:trademarks@underarmour.com) Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

**Prosecution History**

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Dec. 09, 2015 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP               |                   |
| Apr. 14, 2015 | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED            |                   |
| Apr. 14, 2015 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.        | 70131             |
| Apr. 14, 2015 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL              | 70131             |
| Apr. 01, 2015 | TEAS SECTION 8 & 15 RECEIVED                              |                   |
| Apr. 01, 2015 | TEAS CHANGE OF CORRESPONDENCE RECEIVED                    |                   |
| Mar. 31, 2015 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Mar. 31, 2015 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| Mar. 09, 2015 | WITHDRAWAL OF ATTORNEY GRANTED                            |                   |
| Mar. 09, 2015 | TEAS WITHDRAWAL OF ATTORNEY RECEIVED                      |                   |
| Sep. 13, 2013 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Sep. 13, 2013 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| May 15, 2012  | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888             |
| May 15, 2012  | TEAS CHANGE OF OWNER ADDRESS RECEIVED                     |                   |
| Jul. 26, 2011 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Jul. 26, 2011 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| Feb. 07, 2011 | WITHDRAWAL OF ATTORNEY GRANTED                            |                   |
| Feb. 07, 2011 | TEAS WITHDRAWAL OF ATTORNEY RECEIVED                      |                   |
| Sep. 16, 2009 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP               |                   |
| Sep. 09, 2009 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP               |                   |
| Aug. 25, 2009 | REGISTERED-PRINCIPAL REGISTER                             |                   |
| Jun. 09, 2009 | PUBLISHED FOR OPPOSITION                                  |                   |
| May 20, 2009  | NOTICE OF PUBLICATION                                     |                   |
| May 07, 2009  | LAW OFFICE PUBLICATION REVIEW COMPLETED                   | 78287             |
| May 07, 2009  | ASSIGNED TO LIE   | 78287             |
| May 07, 2009  | APPROVED FOR PUB - PRINCIPAL REGISTER                     |                   |
| May 07, 2009  | EXAMINER'S AMENDMENT ENTERED                              | 88888             |
| May 07, 2009  | NOTIFICATION OF EXAMINER'S AMENDMENT E-MAILED             | 6328              |
| May 07, 2009  | EXAMINER'S AMENDMENT E-MAILED                             | 6328              |
| May 07, 2009  | EXAMINER'S AMENDMENT - WRITTEN                            | 78048             |
| May 05, 2009  | NOTIFICATION OF NON-FINAL ACTION E-MAILED                 | 6325              |
| May 05, 2009  | NON-FINAL ACTION E-MAILED                                 | 6325              |
| May 05, 2009  | NON-FINAL ACTION WRITTEN                                  | 78048             |
| May 04, 2009  | ASSIGNED TO EXAMINER                                      | 78048             |
| Feb. 18, 2009 | NOTICE OF PSEUDO MARK MAILED                              |                   |
| Feb. 17, 2009 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM      |                   |

**Maintenance Filings or Post Registration Information**

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

**TM Staff and Location Information**

TM Staff Information - None

**File Location**

Current Location: TMEG LAW OFFICE 101

Date In Location: Apr. 14, 2015

**Assignment Abstract Of Title Information****Summary**

Total Assignments: 2

Conveyance Filter

Registrant: MapMyFitness, LLC

**Assignment 1 of 2**

Conveyance: CHANGE OF NAME

Reel/Frame: [4053/0269](#)

Pages: 10

Date Recorded: Aug. 26, 2009

Supporting Documents: [assignment-tm-4053-0269.pdf](#)**Assignor**Name: [MAPMYFITNESS, LLC](#)

Execution Date: May 05, 2009

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: COLORADO

**Assignee**Name: [MAPMYFITNESS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 5303 E EVANS AVE., SUITE 100  
DENVER, COLORADO 80222**Correspondent**

Correspondent Name: ANGELA P. DOUGHTY

Correspondent Address: 1001 COLLEGE COURT  
PO BOX 867  
NEW BERN, NC 28562

Domestic Representative - Not Found

**Assignment 2 of 2**

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5678/0538](#)

Pages: 7

Date Recorded: Dec. 01, 2015

Supporting Documents: [assignment-tm-5678-0538.pdf](#)**Assignor**Name: [MAPMYFITNESS, INC.](#)

Execution Date: Nov. 17, 2015

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**Name: [UNDER ARMOUR, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MARYLAND

Address: 1020 HULL STREET  
BALTIMORE, MARYLAND 21230**Correspondent**

Correspondent Name: KELLY L. WILLIAMS

Correspondent Address: 1020 HULL STREET  
BALTIMORE, MD 21230

Domestic Representative - Not Found

**Proceedings - Click to Load**

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( Use the "Back" button of the Internet Browser to return to TESS)

# MAPMYFITNESS

|                                    |   |
|------------------------------------|---|
| <b>Word Mark</b>                   | MAPMYFITNESS  |
| <b>Goods and Services</b>          | <p>IC 035. US 100 101 102. G &amp; S: dissemination of advertising for others via the Internet. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501</p> <p>IC 038. US 100 101 104. G &amp; S: providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501</p> <p>IC 041. US 100 101 107. G &amp; S: providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501</p> <p>IC 042. US 100 101. G &amp; S: computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501</p> <p>IC 045. US 100 101. G &amp; S: online social networking services in the field of fitness and exercise. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501</p> |
| <b>Standard Characters Claimed</b> |   |
| <b>Mark Drawing Code</b>           | (4) STANDARD CHARACTER MARK   |
| <b>Serial Number</b>               | 77693650  |
| <b>Filing Date</b>                 | March 18, 2009  |
| <b>Current Basis</b>               | 1A  |
| <b>Original Filing Basis</b>       | 1A  |
| <b>Published for Opposition</b>    | June 9, 2009  |
| <b>Registration Number</b>         | 3672997   |
| <b>Registration Date</b>           | August 25, 2009   |
| <b>Owner</b>                       | (REGISTRANT) MapMyFitness, LLC LIMITED LIABILITY COMPANY COLORADO Suite 100 5303 E. Evans Avenue Denver COLORADO 80222  |
|                                    | (LAST LISTED OWNER) UNDER ARMOUR, INC. CORPORATION MARYLAND 1020 HULL STREET BALTIMORE MARYLAND 21230   |
| <b>Assignment Recorded</b>         | ASSIGNMENT RECORDED   |
| <b>Attorney of Record</b>          | Kelly L. Williams   |
| <b>Type of Mark Register</b>       | SERVICE MARK<br>PRINCIPAL   |
| <b>Affidavit Text</b>              | SECT 15. SECT 8 (6-YR).   |
| <b>Live/Dead Indicator</b>         | LIVE  |

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Mark: MAPMYFITNESS

MAPMYFITNESS

US Serial Number: 77693650

Application Filing Date: Mar 18, 2009

US Registration Number: 3672997

Registration Date: Aug 25, 2009

Register: Principal

Mark Type: Service Mark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Apr 14, 2015

Publication Date: Jun 09, 2009

## Mark Information

Mark Literal Elements: MAPMYFITNESS

Standard Character Claim: Yes The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services.

- Brackets [ ] indicate deleted goods/services.
- Double parenthesis (( )) identify any goods/services not claimed in a Section 15 affidavit of incontestability and
- Asterisks \* \* identify additional (new) wording in the goods/services

For: dissemination of advertising for others via the Internet

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: online social networking services in the field of fitness and exercise

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

## Basis Information (Case Level)



|                    |                        |                 |
|--------------------|------------------------|-----------------|
| Filed Use: Yes     | Currently Use: Yes     | Amended Use: No |
| Filed ITU: No      | Currently ITU: No      | Amended ITU: No |
| Filed 44D: No      | Currently 44D: No      | Amended 44D: No |
| Filed 44E: No      | Currently 44E: No      | Amended 44E: No |
| Filed 66A: No      | Currently 66A: No      |                 |
| Filed No Basis: No | Currently No Basis: No |                 |

#### Current Owner(s) Information

Owner Name: UNDER ARMOUR, INC.  
 Owner Address: 1020 HULL STREET  
 BALTIMORE, MARYLAND UNITED STATES 21230  
 Legal Entity Type: CORPORATION State or Country Where Organized: MARYLAND

#### Attorney/Correspondence Information

##### Attorney of Record

Attorney Name: Kelly L. Williams  
 Attorney Primary Email Address: [kwilliams5@underarmour.com](mailto:kwilliams5@underarmour.com) Attorney Email Authorized: Yes

##### Correspondent

Correspondent Name/Address: Kelly L. Williams  
 Under Armour, Inc.  
 1020 Hull Street  
 Baltimore, MARYLAND UNITED STATES 21230  
 Phone: 410-468-2512 Ext. 7823  
 Correspondent e-mail: [kwilliams5@underarmour.com](mailto:kwilliams5@underarmour.com) [trademarks@underarmour.com](mailto:trademarks@underarmour.com) Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

#### Prosecution History

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Dec. 09, 2015 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP               |                   |
| Apr. 14, 2015 | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED            |                   |
| Apr. 14, 2015 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.        | 70131             |
| Apr. 14, 2015 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL              | 70131             |
| Apr. 01, 2015 | TEAS SECTION 8 & 15 RECEIVED                              |                   |
| Apr. 01, 2015 | TEAS CHANGE OF CORRESPONDENCE RECEIVED                    |                   |
| Mar. 31, 2015 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Mar. 31, 2015 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| Mar. 09, 2015 | WITHDRAWAL OF ATTORNEY GRANTED                            |                   |
| Mar. 09, 2015 | TEAS WITHDRAWAL OF ATTORNEY RECEIVED                      |                   |
| Sep. 13, 2013 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Sep. 13, 2013 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| May 15, 2012  | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888             |
| May 15, 2012  | TEAS CHANGE OF OWNER ADDRESS RECEIVED                     |                   |
| Jul. 26, 2011 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Jul. 26, 2011 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| Feb. 07, 2011 | WITHDRAWAL OF ATTORNEY GRANTED                            |                   |
| Feb. 07, 2011 | TEAS WITHDRAWAL OF ATTORNEY RECEIVED                      |                   |
| Sep. 16, 2009 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP               |                   |
| Sep. 09, 2009 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP               |                   |
| Aug. 25, 2009 | REGISTERED-PRINCIPAL REGISTER                             |                   |
| Jun. 09, 2009 | PUBLISHED FOR OPPOSITION                                  |                   |
| May 20, 2009  | NOTICE OF PUBLICATION                                     |                   |
| May 07, 2009  | LAW OFFICE PUBLICATION REVIEW COMPLETED                   | 59272             |
| May 07, 2009  | ASSIGNED TO LIE   | 59272             |
| May 07, 2009  | APPROVED FOR PUB - PRINCIPAL REGISTER                     |                   |
| May 07, 2009  | EXAMINER'S AMENDMENT ENTERED                              | 88888             |
| May 07, 2009  | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED              | 6328              |
| May 07, 2009  | EXAMINERS AMENDMENT E-MAILED                              | 6328              |
| May 07, 2009  | EXAMINERS AMENDMENT -WRITTEN                              | 78048             |



|               |  |       |
|---------------|--|-------|
| May 05, 2009  | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325  |
| May 05, 2009  | NON-FINAL ACTION E-MAILED                            | 6325  |
| May 05, 2009  | NON-FINAL ACTION WRITTEN                             | 78048 |
| May 04, 2009  | ASSIGNED TO EXAMINER                                 | 78048 |
| Mar. 24, 2009 | NOTICE OF PSEUDO MARK MAILED                         |       |
| Mar. 23, 2009 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |       |
| Mar. 21, 2009 | NEW APPLICATION ENTERED IN TRAM                      |       |

### Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

### TM Staff and Location Information

TM Staff Information - None

#### File Location

Current Location: TMEG LAW OFFICE 101

Date in Location: Apr. 14, 2015

### Assignment Abstract Of Title Information

#### Summary

Total Assignments: 2

Conveyance Filter

Registrant: MapMyFitness, LLC

#### Assignment 1 of 2

Conveyance: CHANGE OF NAME

Reel/Frame: 4053/0269

Pages: 10

Date Recorded: Aug. 26, 2009

Supporting Documents: assignment-tm-4053-0269.pdf

#### Assignor

Name: MAPMYFITNESS, LLC

Execution Date: May 05, 2009

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: COLORADO

#### Assignee

Name: MAPMYFITNESS, INC.

State or Country Where Organized: DELAWARE

Legal Entity Type: CORPORATION

Address: 5303 E. EVANS AVE., SUITE 100  
DENVER, COLORADO 80222

#### Correspondent

Correspondent Name: ANGELA P. DOUGHTY

Correspondent Address: 1001 COLLEGE COURT  
PO BOX 867  
NEW BERN, NC 28562

#### Domestic Representative - Not Found

#### Assignment 2 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 5678/0538

Pages: 7

Date Recorded: Dec. 01, 2015

Supporting Documents: assignment-tm-5678-0538.pdf

#### Assignor

Name: MAPMYFITNESS, INC.

Execution Date: Nov. 17, 2015

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

#### Assignee

Name: UNDER ARMOUR, INC.

State or Country Where Organized: MARYLAND

Legal Entity Type: CORPORATION

Address: 1020 HULL STREET  
BALTIMORE, MARYLAND 21230

#### Correspondent

Correspondent Name: KELLY L. WILLIAMS

Correspondent Address: 1020 HULL STREET  
BALTIMORE, MD 21230

#### Domestic Representative - Not Found



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( Use the "Back" button of the Internet Browser to return to TESS)

# MAPMYHIKE

|                                    |   |
|------------------------------------|---|
| <b>Word Mark</b>                   | MAPMYHIKE   |
| <b>Goods and Services</b>          | <p>IC 038. US 100 101 104. G &amp; S: providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501</p> <p>IC 041. US 100 101 107. G &amp; S: providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501</p> <p>IC 042. US 100 101. G &amp; S: computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor, and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community. FIRST USE: 20070501, FIRST USE IN COMMERCE: 20070501</p> <p>IC 045. US 100 101. G &amp; S: online social networking services in the field of fitness and exercise. FIRST USE: 20070501, FIRST USE IN COMMERCE: 20070501</p> |
| <b>Standard Characters Claimed</b> |   |
| <b>Mark Drawing Code</b>           | (4) STANDARD CHARACTER MARK   |
| <b>Serial Number</b>               | 77762964  |
| <b>Filing Date</b>                 | June 18, 2009   |
| <b>Current Basis</b>               | 1A  |
| <b>Original Filing Basis</b>       | 1A  |
| <b>Published for Opposition</b>    | October 29, 2013  |
| <b>Registration Number</b>         | 4464361   |
| <b>Registration Date</b>           | January 14, 2014  |
| <b>Owner</b>                       | <p>(REGISTRANT) MapMyFitness, Inc. CORPORATION DELAWARE 610 West 5th Street, Suite 605 Austin TEXAS 78701</p> <p>(LAST LISTED OWNER) UNDER ARMOUR, INC. CORPORATION MARYLAND 1020 HULL STREET BALTIMORE MARYLAND 21230</p>  |
| <b>Assignment Recorded</b>         | ASSIGNMENT RECORDED   |
| <b>Attorney of Record</b>          | Kelly L. Williams   |
| <b>Prior Registrations</b>         | 3672762;3672997   |
| <b>Type of Mark</b>                | SERVICE MARK  |
| <b>Register</b>                    | PRINCIPAL   |
| <b>Live/Dead Indicator</b>         | LIVE  |

[TESS HOME](#)
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Mark: MAPMYHIKE

# MAPMYHIKE

US Serial Number: 77762964

Application Filing Date: Jun. 18, 2009

US Registration Number: 4464361

Registration Date: Jan. 14, 2014

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 14, 2014

Publication Date: Oct. 29, 2013

## Mark Information

Mark Literal Elements: MAPMYHIKE

Standard Character Claim: Yes The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Related Properties Information

Claimed Ownership of US [3672762](#), [3672997](#)

Registrations:

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services

- Brackets [ ] indicate deleted goods/services;
- Double parenthesis (( )) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \* \* identify additional (new) wording in the goods/services

For: providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor, and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: online social networking services in the field of fitness and exercise

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

|                    |                        |                 |
|--------------------|------------------------|-----------------|
| Filed 44D: No      | Currently 44D: No      | Amended 44D: No |
| Filed 44E: No      | Currently 44E: No      | Amended 44E: No |
| Filed 66A: No      | Currently 66A: No      |                 |
| Filed No Basis: No | Currently No Basis: No |                 |

### Current Owner(s) Information

Owner Name: UNDER ARMOUR, INC.  
 Owner Address: 1020 HULL STREET  
 BALTIMORE, MARYLAND UNITED STATES 21230  
 Legal Entity Type: CORPORATION State or Country Where Organized: MARYLAND

### Attorney/Correspondence Information

#### Attorney of Record

Attorney Name: Kelly L. Williams  
 Attorney Primary Email Address: [kwilliams5@underarmour.com](mailto:kwilliams5@underarmour.com) Attorney Email Authorized: Yes

#### Correspondent

Correspondent Name/Address: Kelly L. Williams  
 Under Armour, Inc.  
 1020 Hull Street  
 Baltimore, MARYLAND UNITED STATES 21230

Phone: 410-468-2512 Ext. 7823

Correspondent e-mail: [kwilliams5@underarmour.com](mailto:kwilliams5@underarmour.com)

Correspondent e-mail Authorized: Yes

#### Domestic Representative - Not Found

### Prosecution History

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Dec. 09, 2015 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP               |                   |
| Mar. 31, 2015 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Mar. 31, 2015 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| Mar. 09, 2015 | WITHDRAWAL OF ATTORNEY GRANTED                            |                   |
| Mar. 09, 2015 | TEAS WITHDRAWAL OF ATTORNEY RECEIVED                      |                   |
| Jan. 14, 2014 | REGISTERED-PRINCIPAL REGISTER                             |                   |
| Oct. 29, 2013 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED        |                   |
| Oct. 29, 2013 | PUBLISHED FOR OPPOSITION                                  |                   |
| Oct. 09, 2013 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED            |                   |
| Sep. 25, 2013 | LAW OFFICE PUBLICATION REVIEW COMPLETED                   | 68171             |
| Sep. 24, 2013 | APPROVED FOR PUB - PRINCIPAL REGISTER                     |                   |
| Sep. 24, 2013 | TEAS/EMAIL CORRESPONDENCE ENTERED                         | 88889             |
| Sep. 24, 2013 | CORRESPONDENCE RECEIVED IN LAW OFFICE                     | 88889             |
| Sep. 24, 2013 | TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED              |                   |
| Sep. 13, 2013 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Sep. 13, 2013 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| Jul. 15, 2013 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| Jan. 14, 2013 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| Jul. 10, 2012 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| May 15, 2012  | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888             |
| May 15, 2012  | TEAS CHANGE OF OWNER ADDRESS RECEIVED                     |                   |
| Jan. 10, 2012 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| Jul. 26, 2011 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Jul. 26, 2011 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| Jul. 07, 2011 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| Jul. 06, 2011 | ASSIGNED TO LIE   | 68171             |
| Feb. 07, 2011 | WITHDRAWAL OF ATTORNEY GRANTED                            |                   |
| Feb. 07, 2011 | TEAS WITHDRAWAL OF ATTORNEY RECEIVED                      |                   |
| Jan. 03, 2011 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    |                   |
| Jul. 01, 2010 | NOTIFICATION OF LETTER OF SUSPENSION E-MAILED             | 6332              |
| Jul. 01, 2010 | LETTER OF SUSPENSION E-MAILED                             | 6332              |
| Jul. 01, 2010 | SUSPENSION LETTER WRITTEN                                 | 82435             |

|               |  |       |
|---------------|--|-------|
| Apr. 14, 2010 | NOTIFICATION OF LETTER OF SUSPENSION E-MAILED        | 6332  |
| Apr. 14, 2010 | LETTER OF SUSPENSION E-MAILED                        | 6332  |
| Apr. 14, 2010 | SUSPENSION LETTER WRITTEN                            | 82435 |
| Mar. 22, 2010 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889 |
| Mar. 22, 2010 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889 |
| Mar. 22, 2010 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |       |
| Sep. 25, 2009 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325  |
| Sep. 25, 2009 | NON-FINAL ACTION E-MAILED                            | 6325  |
| Sep. 25, 2009 | NON-FINAL ACTION WRITTEN                             | 82435 |
| Sep. 17, 2009 | ASSIGNED TO EXAMINER                                 | 82435 |
| Jun. 23, 2009 | NOTICE OF PSEUDO MARK MAILED                         |       |
| Jun. 22, 2009 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |       |
| Jun. 22, 2009 | NEW APPLICATION ENTERED IN TRAM                      |       |

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 14, 2014

## Assignment Abstract Of Title Information

Summary

Conveyance Filter

Total Assignments: 1

Registrant: MapMyFitness, Inc.

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 5678/0538

Pages: 7

Date Recorded: Dec. 01, 2015

Supporting Documents: [assignment-tm-5678-0538.pdf](#)

Assignor

Name: MAPMYFITNESS, INC.

Execution Date: Nov. 17, 2015

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: UNDER ARMOUR, INC.

Legal Entity Type: CORPORATION

State or Country Where Organized: MARYLAND

Address: 1020 HULL STREET  
BALTIMORE, MARYLAND 21230

Correspondent

Correspondent Name: KELLY L. WILLIAMS

Correspondent Address: 1020 HULL STREET  
BALTIMORE, MD 21230

Domestic Representative - Not Found

Proceedings - Click to Load



## Trademarks &gt; Trademark Electronic Search System (TESS)

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## Record 1 out of 1

[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) ( Use the "Back" button of the Internet Browser to return to TESS)

## MAPMYWALK

|                             |  |
|-----------------------------|--|
| Word Mark                   | MAPMYWALK  |
| Goods and Services          | IC 038. US 100 101 104. G & S: providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501<br><br>IC 041. US 100 101 107. G & S: providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501<br><br>IC 042. US 100 101. G & S: computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor, and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501<br><br>IC 045. US 100 101. G & S: online social networking services in the field of fitness and exercise. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501 |
| Standard Characters Claimed |  |
| Mark Drawing Code           | (4) STANDARD CHARACTER MARK  |
| Serial Number               | 77762972   |
| Filing Date                 | June 18, 2009  |
| Current Basis               | 1A   |
| Original Filing Basis       | 1A   |
| Published for Opposition    | October 29, 2013   |
| Registration Number         | 4464363  |
| Registration Date           | January 14, 2014   |
| Owner                       | (REGISTRANT) MapMyFitness, Inc. CORPORATION DELAWARE 610 West 5th Street, Suite 605 Austin TEXAS 78701<br><br>(LAST LISTED OWNER) UNDER ARMOUR, INC. CORPORATION MARYLAND 1020 HULL STREET BALTIMORE MARYLAND 21230  |
| Assignment Recorded         | ASSIGNMENT RECORDED  |
| Attorney of Record          | Kelly L. Williams  |
| Prior Registrations         | 3672762;3672997  |
| Type of Mark                | SERVICE MARK   |
| Register                    | PRINCIPAL  |
| Live/Dead Indicator         | LIVE   |

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Generated on: This page was generated by TSDR on 2016-02-02 16:33:35 EST

Mark: MAPMYWALK

# MAPMYWALK

US Serial Number: 77762972

Application Filing Date: Jun. 18, 2009

US Registration Number: 4464363

Registration Date: Jan. 14, 2014

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 14, 2014

Publication Date: Oct. 29, 2013

## Mark Information

Mark Literal Elements: MAPMYWALK

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Related Properties Information

Claimed Ownership of US [3672762](#), [3672997](#)

Registrations:

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services.

- Brackets [ ] indicate deleted goods/services
- Double parenthesis (( )) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \* \* identify additional (new) wording in the goods/services

For: providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor, and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: online social networking services in the field of fitness and exercise

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No



|                    |                        |                 |
|--------------------|------------------------|-----------------|
| Filed 44D: No      | Currently 44D: No      | Amended 44D: No |
| Filed 44E: No      | Currently 44E: No      | Amended 44E: No |
| Filed 66A: No      | Currently 66A: No      |                 |
| Filed No Basis: No | Currently No Basis: No |                 |

### Current Owner(s) Information

Owner Name: UNDER ARMOUR, INC.  
 Owner Address: 1020 HULL STREET  
 BALTIMORE, MARYLAND UNITED STATES 21230  
 Legal Entity Type: CORPORATION State or Country Where Organized: MARYLAND

### Attorney/Correspondence Information

#### Attorney of Record

Attorney Name: Kelly L. Williams  
 Attorney Primary Email Address: [kwilliams5@underarmour.com](mailto:kwilliams5@underarmour.com) Attorney Email Authorized: Yes

#### Correspondent

Correspondent Name/Address: Kelly L. Williams  
 Under Armour, Inc.  
 1020 Hull Street  
 Baltimore, MARYLAND UNITED STATES 21230  
 Phone: 410-468-2512 Ext. 7823  
 Correspondent e-mail: [kwilliams5@underarmour.com](mailto:kwilliams5@underarmour.com) Correspondent e-mail Authorized: Yes

#### Domestic Representative - Not Found

### Prosecution History

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Dec. 09, 2015 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP               |                   |
| Mar. 31, 2015 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Mar. 31, 2015 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| Mar. 09, 2015 | WITHDRAWAL OF ATTORNEY GRANTED                            |                   |
| Mar. 09, 2015 | TEAS WITHDRAWAL OF ATTORNEY RECEIVED                      |                   |
| Jan. 14, 2014 | REGISTERED-PRINCIPAL REGISTER                             |                   |
| Oct. 29, 2013 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED        |                   |
| Oct. 29, 2013 | PUBLISHED FOR OPPOSITION                                  |                   |
| Oct. 09, 2013 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED            |                   |
| Sep. 25, 2013 | LAW OFFICE PUBLICATION REVIEW COMPLETED                   | 68171             |
| Sep. 24, 2013 | APPROVED FOR PUB - PRINCIPAL REGISTER                     |                   |
| Sep. 24, 2013 | TEAS/EMAIL CORRESPONDENCE ENTERED                         | 88889             |
| Sep. 24, 2013 | CORRESPONDENCE RECEIVED IN LAW OFFICE                     | 88889             |
| Sep. 24, 2013 | TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED              |                   |
| Sep. 13, 2013 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Sep. 13, 2013 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| Jul. 15, 2013 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| Jan. 14, 2013 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| Jul. 10, 2012 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| May 15, 2012  | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888             |
| May 15, 2012  | TEAS CHANGE OF OWNER ADDRESS RECEIVED                     |                   |
| Jan. 10, 2012 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| Jul. 26, 2011 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Jul. 26, 2011 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| Jul. 07, 2011 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| Jul. 06, 2011 | ASSIGNED TO LIE   | 68171             |
| Feb. 07, 2011 | WITHDRAWAL OF ATTORNEY GRANTED                            |                   |
| Feb. 07, 2011 | TEAS WITHDRAWAL OF ATTORNEY RECEIVED                      |                   |
| Jan. 03, 2011 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    |                   |
| Jul. 01, 2010 | NOTIFICATION OF LETTER OF SUSPENSION E-MAILED             | 6332              |
| Jul. 01, 2010 | LETTER OF SUSPENSION E-MAILED                             | 6332              |
| Jul. 01, 2010 | SUSPENSION LETTER WRITTEN                                 | 82435             |

|               |  |       |
|---------------|--|-------|
| Apr. 14, 2010 | NOTIFICATION OF LETTER OF SUSPENSION E-MAILED        | 6332  |
| Apr. 14, 2010 | LETTER OF SUSPENSION E-MAILED                        | 6332  |
| Apr. 14, 2010 | SUSPENSION LETTER WRITTEN                            | 82435 |
| Mar. 22, 2010 | TEAS/EMAIL CORRESPONDENCE ENTERED                    | 88889 |
| Mar. 22, 2010 | CORRESPONDENCE RECEIVED IN LAW OFFICE                | 88889 |
| Mar. 22, 2010 | TEAS RESPONSE TO OFFICE ACTION RECEIVED              |       |
| Sep. 25, 2009 | NOTIFICATION OF NON-FINAL ACTION E-MAILED            | 6325  |
| Sep. 25, 2009 | NON-FINAL ACTION E-MAILED                            | 6325  |
| Sep. 25, 2009 | NON-FINAL ACTION WRITTEN                             | 82435 |
| Sep. 17, 2009 | ASSIGNED TO EXAMINER                                 | 82435 |
| Jun. 23, 2009 | NOTICE OF PSEUDO MARK MAILED                         |       |
| Jun. 22, 2009 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |       |
| Jun. 22, 2009 | NEW APPLICATION ENTERED IN TRAM                      |       |

## TM Staff and Location Information

TM Staff Information - None

### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 14, 2014

## Assignment Abstract Of Title Information

### Summary

Conveyance Filter

Total Assignments: 1

Registrant: MapMyFitness, Inc.

### Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5678/0538](#)

Pages: 7

Date Recorded: Dec. 01, 2015

Supporting Documents: [assignment-tm-5678-0538.pdf](#)

### Assignor

Name: [MAPMYFITNESS, INC.](#)

Execution Date: Nov. 17, 2015

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

### Assignee

Name: [UNDER ARMOUR, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MARYLAND

Address: 1020 HULL STREET  
BALTIMORE, MARYLAND 21230

### Correspondent

Correspondent Name: KELLY L. WILLIAMS

Correspondent Address: 1020 HULL STREET  
BALTIMORE, MD 21230

Domestic Representative - Not Found

Proceedings - Click to Load

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TESS was last updated on Wed Feb 3 03:21:03 EST 2016

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# MAPMYRIDE

**Word Mark** MAPMYRIDE

**Goods and Services** IC 038. US 100 101 104. G & S: providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501

IC 041. US 100 101 107. G & S: providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501

IC 042. US 100 101. G & S: computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor, and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501

IC 045. US 100 101. G & S: online social networking services in the field of fitness and exercise. FIRST USE: 20070501. FIRST USE IN COMMERCE: 20070501

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 77762967

**Filing Date** June 18, 2009

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** October 29, 2013

**Registration Number** 4464362

**Registration Date** January 14, 2014

**Owner** (REGISTRANT) MapMyFitness, Inc. CORPORATION DELAWARE 610 West 5th Street, Suite 605 Austin TEXAS 78701

**Prior Registrations** 3672762;3672997

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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Mark: MAPMYRIDE

# MAPMYRIDE

US Serial Number: 77762967

Application Filing Date: Jun. 18, 2009

US Registration Number: 4464362

Registration Date: Jan. 14, 2014

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 14, 2014

Publication Date: Oct. 29, 2013

## Mark Information

Mark Literal Elements: MAPMYRIDE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Related Properties Information

Claimed Ownership of US [3672762](#), [3672997](#)

Registrations:

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [ ] indicate deleted goods/services;
- Double parenthesis (( )) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \* \* identify additional (new) wording in the goods/services

For: providing online electronic bulletin boards for the transmission of messages among users in the field of fitness and exercise

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: providing a website through which users can locate and share information and post ratings information about fitness events and competitions in the field of fitness and exercise; online journals, namely, blogs featuring fitness and exercise; providing information and on-line newsletters in the field of fitness and exercise; providing internet news portals featuring links to fitness and exercise stories and events

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: computer services, namely, creating and hosting an online community website for registered users to upload, share and otherwise provide fitness data to track, locate, monitor, and log fitness and exercise goals and progress, calculate calories, heart rate, and body mass index; fitness routine routing technology, namely, providing a web site that gives computer users the ability to upload, exchange, and share fitness and exercise photos and stories within a fitness community

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

For: online social networking services in the field of fitness and exercise

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2007

Use in Commerce: May 01, 2007

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

|                    |                        |                 |
|--------------------|------------------------|-----------------|
| Filed 44D: No      | Currently 44D: No      | Amended 44D: No |
| Filed 44E: No      | Currently 44E: No      | Amended 44E: No |
| Filed 66A: No      | Currently 66A: No      |                 |
| Filed No Basis: No | Currently No Basis: No |                 |

## Current Owner(s) Information

Owner Name: MapMyFitness, Inc.  
 Owner Address: 610 West 5th Street, Suite 605  
 Austin, TEXAS UNITED STATES 78701  
 Legal Entity Type: CORPORATION State or Country Where Organized: DELAWARE

## Attorney/Correspondence Information

Attorney of Record - None

### Correspondent

Correspondent Name/Address: Nathan E. Ferguson  
 650 Page Mill Road  
 Palo Alto, CALIFORNIA UNITED STATES 94304-1050  
 Phone: 650-493-9300 Fax: 650-493-6811

Domestic Representative - Not Found

## Prosecution History

| Date          | Description   | Proceeding Number |
|---------------|---|-------------------|
| Mar. 09, 2015 | WITHDRAWAL OF ATTORNEY GRANTED                            |                   |
| Mar. 09, 2015 | TEAS WITHDRAWAL OF ATTORNEY RECEIVED                      |                   |
| Jan. 14, 2014 | REGISTERED-PRINCIPAL REGISTER                             |                   |
| Oct. 29, 2013 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED        |                   |
| Oct. 29, 2013 | PUBLISHED FOR OPPOSITION                                  |                   |
| Oct. 09, 2013 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED            |                   |
| Sep. 25, 2013 | LAW OFFICE PUBLICATION REVIEW COMPLETED                   | 68171             |
| Sep. 24, 2013 | APPROVED FOR PUB - PRINCIPAL REGISTER                     |                   |
| Sep. 24, 2013 | TEAS/EMAIL CORRESPONDENCE ENTERED                         | 88889             |
| Sep. 24, 2013 | CORRESPONDENCE RECEIVED IN LAW OFFICE                     | 88889             |
| Sep. 24, 2013 | TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED              |                   |
| Sep. 13, 2013 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Sep. 13, 2013 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| Jul. 15, 2013 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| Jan. 14, 2013 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| Jul. 10, 2012 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| May 15, 2012  | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888             |
| May 15, 2012  | TEAS CHANGE OF OWNER ADDRESS RECEIVED                     |                   |
| Jan. 10, 2012 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| Jul. 26, 2011 | ATTORNEY REVOKED AND/OR APPOINTED                         |                   |
| Jul. 26, 2011 | TEAS REVOKE/APPOINT ATTORNEY RECEIVED                     |                   |
| Jul. 07, 2011 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    | 68171             |
| Jul. 06, 2011 | ASSIGNED TO LIE   | 68171             |
| Feb. 07, 2011 | WITHDRAWAL OF ATTORNEY GRANTED                            |                   |
| Feb. 07, 2011 | TEAS WITHDRAWAL OF ATTORNEY RECEIVED                      |                   |
| Jan. 03, 2011 | REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED    |                   |
| Jul. 01, 2010 | NOTIFICATION OF LETTER OF SUSPENSION E-MAILED             | 6332              |
| Jul. 01, 2010 | LETTER OF SUSPENSION E-MAILED                             | 6332              |
| Jul. 01, 2010 | SUSPENSION LETTER WRITTEN                                 | 82435             |
| Apr. 14, 2010 | NOTIFICATION OF LETTER OF SUSPENSION E-MAILED             | 6332              |
| Apr. 14, 2010 | LETTER OF SUSPENSION E-MAILED                             | 6332              |
| Apr. 14, 2010 | SUSPENSION LETTER WRITTEN                                 | 82435             |
| Mar. 22, 2010 | TEAS/EMAIL CORRESPONDENCE ENTERED                         | 88889             |
| Mar. 22, 2010 | CORRESPONDENCE RECEIVED IN LAW OFFICE                     | 88889             |
| Mar. 22, 2010 | TEAS RESPONSE TO OFFICE ACTION RECEIVED                   |                   |
| Sep. 25, 2009 | NOTIFICATION OF NON-FINAL ACTION E-MAILED                 | 6325              |

|               |  |       |
|---------------|--|-------|
| Sep. 25, 2009 | NON-FINAL ACTION E-MAILED                            | 6325  |
| Sep. 25, 2009 | NON-FINAL ACTION WRITTEN                             | 82435 |
| Sep. 17, 2009 | ASSIGNED TO EXAMINER                                 | 82435 |
| Jun. 23, 2009 | NOTICE OF PSEUDO MARK MAILED                         |       |
| Jun. 22, 2009 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |       |
| Jun. 22, 2009 | NEW APPLICATION ENTERED IN TRAM                      |       |

## TM Staff and Location Information

TM Staff Information - None

### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 14, 2014

## Assignment Abstract Of Title Information

### Summary

Conveyance Filter

Total Assignments: 1

Registrant: MapMyFitness, Inc.

### Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 5722/0302

Pages: 4

Date Recorded: Feb. 02, 2016

Supporting Documents: No Supporting Documents Available

### Assignor

Name: MAPMYFITNESS, INC.

Execution Date: Feb. 02, 2016

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

### Assignee

Name: UNDER ARMOUR, INC.

Legal Entity Type: CORPORATION

State or Country Where Organized: MARYLAND

Address: 1020 HULL STREET  
BALTIMORE, MARYLAND 21230

### Correspondent

Correspondent Name: KELLY L. WILLIAMS

Correspondent Address: 2601 PORT COVINGTON DRIVE  
BALTIMORE, MD 21230

Domestic Representative - Not Found

Proceedings - Click to Load